

VERMONT TOBACCO EVALUATION & REVIEW BOARD

Minutes of the Board Meeting

September 19, 2007

Approved October 17, 2007

Members Present: Theodore Marcy, MD, Chair, Brian Flynn, ScD., Vice Chair, Edna Fairbanks Williams, Rep. Patsy French, Ryan Krushenick, Coleen Krauss, Gregory MacDonald, MD, Erica Peters (by phone), Commissioner Mike Hogan,

Designees Present: Christy Mihaly for Attorney General Bill Sorrell, Sheri Lynn for Acting Commissioner Sharon Moffatt, Commissioner Hogan

Guests: Eoana Sturges, Yvonne Zietlow, Department of Health, Joan Ferris, Rutland City Public Schools, Ryan O'Conner and Kelly Stoddard, American Cancer Society, Catherine Suiter, Fletcher Allen Healthcare and Christin Peterson, New Directions for Barre.

CALL TO ORDER: Dr. Marcy opened the meeting at 3:06 p.m.	
PUBLIC COMMENT: No public comment	<ul style="list-style-type: none">• No public comment
REVIEW OF MINUTES: The board approved the minutes of the June 20 board meeting and July 18 conference call (in lieu of board meeting). The August meeting was canceled to give committees time to meet to review budget recommendations.	<ul style="list-style-type: none">• Minutes approved
REPORT FROM THE CHAIR: Dr. Marcy noted this is the first time the board has met in person since June but committees met throughout the summer to consider budget recommendations. He introduced the new under 30 board representative, Ryan Kruschenik. Mr. Kruschenik works for the non-profit Big Heavy World. It is a music promotion organization that is youth run and youth oriented. It promotes substance-free events. He is the only third-year Americorps VISTA in Burlington. Dr. Marcy said Vermont will be well represented at the National Conference on Tobacco or Health in late October. He, Mr. Hill and Ms. Ryan will participate in a panel discussion along with counterparts in Maine and New York to compare smoking cessation services. Jessie Brosseau has several poster sessions: "Addressing Tobacco Use Disparities - Vermont's Experience", "Comparing Smoking Among Women Who Become Pregnancy to Overall Female Smoking" and "Vermont's Online Cessation Program - Who Are the Users?" Catherine Suiter will have poster session on Ready, Set...STOP database.	<ul style="list-style-type: none">• Welcome new under 30 board representative• National Conference on Tobacco or Health
REPORT FROM MEDIA AND PUBLIC EDUCATION COMMITTEE: Dr. Flynn said the board is required to approve all media campaign but contrary to the agenda, the final campaign is not yet ready for approval. Ms. Zietlow, however, will provide a campaign overview. The actual materials will be ready for vote at the October meeting. Ms. Zietlow explained the background of this campaign, one of the three common theme campaigns this year. Many of the components and messaging will be used throughout the year. The focus will be November, with the Great American Smokeout, and December, as motivation for quitting increases in the new year. Hospital and community coalition coordinators are the primary partners. She distributed the work plan. The current target group, 25-34 year olds,	<ul style="list-style-type: none">• 25-34 Common Theme Campaign Overview• New branding for cessation network

<p>along with 18-24 year-olds, have the highest smoking rate of all adult smokers (2006: smoking rate 18% and these age groups mid-20s). However, 18-24 and 25-34 year olds are different target groups and require different messages. The objectives of this campaign are to increase the number of quit attempts and increase the percentage of quit successes. Ms. Zietlow said the idea is to look at quitting as a process, rather than an event. This is a very different approach than previous campaigns. It takes 5-7 times to quit so every try makes a difference. All the materials will reflect this idea that “Every Try Counts”. The campaign will also provide tangible tips as smokers want to know how smokers successfully quit. This campaign will focus on reaching smokers when and where they are most likely to smoke (stressful times like morning commute). Morning radio DJs will have talking points focused on tips for getting through cravings along with the statewide radio ads. The department of health will offer a contest where smokers can win a free two-week supply of NRT. Ads will be placed above gas pumps to advertise the contest. People can text message on cell phones to opt in. There will be coffee sleeves with quit tips, etc., in the convenience stores. There will be “distraction putty” like silly putty for smokers to use. Other materials will be wallet-sized tip card and coasters. Dr. Flynn said this plan was reviewed by the Media Committee and all agreed it was a high quality campaign. The committee also reviewed radio ad scripts. Ms. Krauss voiced concern about use of a cell phone at the gas pump. Ms. Zietlow will follow up.</p> <p>Ms. Zietlow said the Quit Line was originally to be the portal for all cessation services. The department has discovered though that it is not being used to refer smokers to hospital services. So the Department of Health is working with Kelliher Samets Volk to develop one name to represent the network of cessation services the state offers (in person, phone, web-based). This process requires consumer testing and trademark review. It is taking longer than anticipated and won’t be ready for this campaign. She said she hopes it will be ready by January so all materials from that point forward will include the new brand. Dr. Marcy said this will make it easier for providers to refer patients to services.</p>	
<p>CONFLICT OF INTEREST & VOTING: Dr. Marcy said as we consider a large program and budget, there is potential for conflicts of interest. Many board members wear multiple hats, especially in a small state like Vermont, it is possible we may discuss a program in which one or more board members are involved. Ms. Brewer and Ms. Lynn are two examples. Ms. Lynn reminded members she will NOT vote on this budget. Dr. Marcy read minutes from last year’s board meeting: “Board members reviewed the issue and reaffirmed their decisions at previous meetings. They noted that VT is a small state and leaders are often expected to wear "multiple hats." The Board recognized the need for sensitivity to the appearance of a conflict of interest, and the responsibility of each member to recuse him/herself when appropriate from discussions and votes on selected issues”. He said Senator Leddy,</p>	<ul style="list-style-type: none"> • Conflict of Interest

<p>last year, said it's important for each member to disclose potential conflicts of interest and take it into account as he/she decides whether or not to vote. He asked in anyone needed to disclose anything. Ms. Mihaly stated that a piece of the budget goes to the Attorney General's office. Since the Attorney General is a member of the board, he should take part in the conversation. She, as his designee, will take part in the discussion with that disclosure. Commissioner Hogan echoed the same message as the ex officio member from the Department of Liquor Control.</p>	
<p>FY09 BUDGET RECOMMENDATION (VOTE): The charge for this board today is to vote on a tobacco control program and budget recommendation, as required by statute, for the Governor and the Legislature's consideration. The work leading up to today occurred in the months and year previous when all worked hard on proposing a significant budget increase. He pointed to spreadsheets showing the allocation of funding from Master Settlement Agreement (MSA) to all programs and allocation for tobacco control program only. He pointed to the five-page document that describes committee recommendations. Committee chairs reviewed:</p> <p>Cessation, Gregory MacDonald, MD: This committee met September 10, 2007. Until last year, the recommended increase for cessation was three to four percent. Last year the committee recommended a substantial increase (over \$800,000), primarily for NRT and underserved populations with higher smoking rates. Since the actual allocation was much smaller, the committee is recommending a similar increase as last year. There are only two changes from last year and only to bring recommendation in line with expected expenses this year (an increase of \$20,829 to hospital grants and an increase of \$2,500 for the Quit Net contract) for an additional \$23,329. Otherwise, everything else mimics last year proposal.</p> <p>Commissioner Hogan suggested inserting another column next to the proposed recommendation to compare to current year actual. That is how departments deliver budgets to administration and legislature.</p> <p>Community and School Programs, Coleen Krauss: The committee met on August 9 to review FY08 recommendation and vote on the FY09 recommendation. The committee voted to recommend the same budget. The only change to replace last year's recommendation to assess the effectiveness of tobacco prevention curricula with alcohol, tobacco and other drugs (ATOD) training (an unfunded mandate). RTI will evaluate the fidelity of curriculum implementation next year and this will be included in the evaluation budget. Ms. Lynn clarified that the line item, community Training, development and support staff includes increasing ten full-time prevention consultants to 12 so there is one in each health district. Ms. Ryan noted and further clarified that 10% of each prevention consultant's time would be used to support local tobacco coalition efforts.</p>	<ul style="list-style-type: none"> • FY09 Budget Recommendation • Committee Recommendations • VOTE

Enforcement, Christy Taylor Mihaly: The enforcement committee is making a recommendation of the same increase as it recommended for FY08. DLC has not received an increase since FY05. \$90,138 would be used for a full-time tobacco investigator. Another \$25,000 would be added to the board's budget to be used for expert consultants as needed. The committee's focus has been on prevention of sales to youth, however, we know most youth get cigarettes from social sources, not retail sources. Expert consultants will provide technical assistance to address social sources and integrate educational efforts throughout the program components.

Media and Public Education, Brian Flynn, ScD: The Media and Public Education met on July 11. The committee adopted the recommendation formulated for FY08. There is currently \$1 million and about half is for cessation, about \$400,000 for youth prevention and less than \$100,000 for secondhand smoke. The FY09 recommendation would increase cessation to nearly \$1 million, prevention to \$775, 000 and a slight increase for secondhand smoke. The increase for cessation would be used for the new branding and publicizing all the resources that are available. In the past for youth campaigns, we have had to emphasize one subgroup over another. With expanded resources, we could address both audiences each year. Ms. Peters asked about contingency planning. Dr. Flynn said sometimes there are public events that need a rapid media response.

Evaluation, Ted Marcy, MD, MPH: This committee voted on the budget on July 24 when Dr. Hughes was still the chair. The CDC recommends that 10% of the program budget be used for surveillance and evaluation. Evaluation is crucial for good quality programs. The committee is recommending the same FY08 budget matched with specific evaluation activities. New initiatives include: 1) a longitudinal study to look at a cohort of people over time. 2) media tracking to better address media reach and penetration. 3) a focus group to understand why or why not smokers choose counseling services and 4) full-time Department of Health data analyst as it takes more and more of the data analysis.

Dr. Marcy pointed to summary of public comments. The board spent much of its June meeting discussing feedback from the public via Vermont Interactive Television (VIT) prior to the meeting. Ms. Ryan also placed ads in newspapers for a second round of public comment. Each committee received the summary prior to budget vote. Dr. Marcy asked for a motion to accept the recommendation of each of the committees. Ms. Ryan said the total recommendation is \$8,452,604, an increase of \$3,227,657 from the FY08 allocation.

Motion: To approve the budget recommendation of \$8,452,604.

Motion seconded. Motion carried. Ms. Lynn abstained.

Ms. Ryan reviewed FY08 allocation which included \$110,000 increase from FY07 to the Department of Health for cessation. There is

potential for an increase for up to \$500,000 based on additional money coming to Vermont from the MSA strategic contribution fund (SCF) in April 2008. It is likely we will not know the exact amount until then. Last year, the board made the specific request that the increase to the program come from the SCF. The SCF is limited to ten years only. \$10 million of the estimated \$13 to \$13.5 million is earmarked for Medicaid in FY08. Ms. Ryan believes that this earmark will likely continue for ten years. She asked what language should be used with the submission of the FY09 budget. Should the board again recommend the increase come from SCF or should it recommend the broader MSA? Dr. MacDonald asked the difference, how available the money is from the two sources, for example. Ms. Ryan said the SCF is limited and if the board asks for funding from this source, it will end in 2017. If the board views SCF as part of the MSA (as it is), we may be able to lock into a permanent, sustainable budget. Dr. MacDonald thinks the most secure source of money would be from the MSA knowing there will be budget pressures from health care. Ms. Kraus believes we need a different strategy since last year's did not work. Ms. Williams agreed.

Commissioner Hogan said there will be a lot of competition for money next year. He thinks the board needs advocates at the statehouse. Rep. French said there just is not enough money. Ms. Mihaly said the Legislature has required that the MSA be used for prevention and cessation. The letter should remind lawmakers of this obligation and tobacco programs should get some of the total anticipated (\$37 million) from the MSA. Dr. Marcy said the Tobacco Task Force recommended 1/3 for programs, 1/3 for the Tobacco Trust Fund and 1/3 for health care programs. The FY09 budget recommendation is not even 1/3 of the projected MSA payment. In FY08, the program is only receiving approximately 11% of the total as opposed to 24% in FY2001. Dr. Flynn thought it important to emphasize the needs and the progress. We have made remarkable progress on the youth side and some progress with the adults but not nearly enough. We have the momentum but we need more resources to get the job done. Rep. French said it's important to get as much as possible in the Governor's budget because if it is too divergent from what the board would like, it is very hard for the appropriations committees to stray very far from the Governor's budget.

Dr. Marcy and Ms. Ryan will meet with Secretary LaWare and Deputy Secretary Flood from the Agency of Human Services to discuss the board's recommendation. Dr. Flynn said the prevalence of smoking has gone down; disease has been averted as have health care costs. The short term gains are from cessation. You can attribute some changes in those costs related to smoking. Dr. Marcy said RTI looked at this last year but was not comfortable in estimating projected savings based on cessation. Rep. French asked if health department would request a larger increase in committee. Ms. Lynn said, in her opinion, the department will address the public health benefits and

<p>remain neutral on the budget. Ms. Ryan said for the purpose of the letter, the group feels the message should be simple: the increase should come from the MSA. Ms. Mihaly said if we are using 1/3 of the guideline, 1/3 of the total payment is much higher than the board is recommending. Her office would advocate mentioning the Tobacco Trust Fund. It was included in last year's letter and will be included again. Ms. Ryan will draft the letter and send to members for feedback. The recommendation is due October 1.</p>	
<p>STATEWIDE PARTNERS' MEETING Ms. Lynn talked about the collaboration with partners on the planning. It is a mandatory meeting for grantees. She reviewed the agenda (attached). The emphasis is on the collaboration of partners across the state. 110 people registered for the September 25 meeting in Rutland.</p>	<ul style="list-style-type: none"> • Statewide Partners' Meeting
<p>ADJOURN: The meeting was adjourned at 4:31 p.m..</p>	
<p>Signed by:</p> <p>Rebecca L. Ryan, MEd Administrator</p>	<p>Approved by:</p> <p>Theodore Marcy, M.D., MPH Chair</p>

The next board meeting will be held October 17, 2007 from 3:00 – 5:00 p.m.